

## Message Text

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ACTION SS-25

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C O N F I D E N T I A L SOFIA 1203

EXDIS

E.O. 11652: GDS

TAGS: BEXP, ETRD, PFOR, BU

SUBJECT: VIP FOR AMERICA DAY AT THE PLOVDIV FAIR, SEPT 5

FOR DEPUTY ASSISTANT ARMITAGE, EUR

1. AS YOU KNOW, IT HAS BEEN CUSTOMARY TO HAVE A MEMBER OF OUR LEGISLATIVE BRANCH OFFICIATE AT THE US PAVILION ON "AMERICA DAY" AT THE PLOVDIV FAIR. SENATOR BELLMON AND CONGRESSMEN CEDERBERG AND ERLNBORN HAVE PERFORMED VALIANTLY IN THAT RESPECT IN PAST YEARS. LAST TIME, HOWEVER, IT PROVED IMPOSSIBLE TO OBTAIN A LEGISLATOR AND WE HAD A DEPUTY UNDERSECRETARY OF COMMERCE WHO MADE AN EXCELLENT IMPRESSION BUT SHORTLY AFTERWARD RETIRED FROM PUBLIC LIFE, WHICH LEFT A SOMEWHAT SOUR AFTERTASTE SINCE HE HAD LEFT HERE WITH MANY GOOD IDEAS ON EXPANSION OF AMERICAN BUSINESS IN BULGARIA.

2. DURING MY RECENT CONSULTATIONS IN WASHINGTON I HAD THE IMPRESSION THAT WHILE USIA IS WILLING TO TRY TO RECRUIT A MEMBER OF CONGRESS FOR AMERICA DAY, THIS IS NOT A VERY PROMISING PROPOSITION AND EVEN IF AN APPROPRIATE CONGRESSMAN OR SENATOR ACCEPTS AT THIS TIME, THERE CAN BE NO CERTAINTY THAT HE WILL ACTUALLY COME BECAUSE OF POSSIBLE PRIORITY NEEDS ON CAPITOL HILL. IN THIS CONNECTION I MENTIONED THAT THE BULGARIANS HAVE SHOWN A SPECIAL INTEREST IN HAVING UNDER SECRETARY OF COMMERCE TABOR COME TO SOFIA, THOUGH NOT NECESSARILY IN CONNED-TION WITH THE FAIR.

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3. I OWE A MESSAGE OF THANKS TO SECRETARY MORTON, AND IF YOU AND USIA PERCEIVE NO OBJECTION WOULD SEND ONE TO HIM ALONG THE FOLLOWING LINES:

QTE DEAR MR. SECRETARY: THANK YOU FOR RECEIVING ME ON MAY 29 SO SHORTLY AFTER YOUR RETURN FROM THE FAR EAST. MY VISIT TO YOU HAS ALREADY ACCOMPLISHED ITS PURPOSE BECAUSE IT ENABLES ME TO TELL BULGARIAN LEADERS THAT THE SUCCESSOR TO FREDERICK DENT, WHOM THEY HAD MET HERE PERSONALLY LAST YEAR, IS JUST AS INTERESTED IN EXPANDING TRADE WITH BULGARIA AS HIS PREDECESSOR AND IN FACT RECEIVED ME IN HIS OFFICE TO DISCUSS THAT VERY SUBJECT.

QTE NOW I WOULD LIKE TO ASK YOU A FAVOR. SINCE IT DOESN'T APPEAR LIKELY THAT YOU WILL BE ABLE TO MAKE THE KIND OF VISIT HERE IN THE NEAR FUTURE THAT MR. DENT MADE, AND SINCE WE NEED A PROMINENT PRESENCE AT THE PLOVDIV FAIR ON "AMERICA DAY", COULD YOU ENCOURAGE UNDER SECRETARY TABOR TO PLAN TO BE IN PLOVDIV, BULGARIA ON THAT DAY, SEPTEMBER 5?

QTE I AM NOT SUGGESTING THAT MR. TABOR COME ESPECIALLY ALL THE WAY FROM WASHINGTON JUST TO OFFICIATE ON AMERICA DAY IN PLOVDIV, BUT POSSIBLY HE HAS OTHER REASONS TO VISIT COUNTRIES IN THIS AREA AND A TWO-DAY PRESENCE IN BULGARIA COULD BE BUILT INTO HIS TRAVEL SCHEDULE, OR A SCHEDULE DEVELOPED AROUND IT. BECAUSE OF THE FACT THAT PLOVDIV IS 2-1/2 HOURS FROM SOFIA AND THE AMERICA DAY RECEPTION IS IN THE LATE AFTERNOON, HE WOULD NEED TO SCHEDULE PRESENCE IN BULGARIA FOR SEPTEMBER 5 AND 6, BUT WITH DEPARTURE POSSIBLE THE AFTERNOON OF THE LATTER DAY.

QTE THERE IS ANOTHER REASON WHY PRESENCE OF MR. TABOR ON THAT OCCASION WOULD BE PARTICULARLY HELPFUL TO AMERICAN TRADE INTERESTS HERE: IT IS THAT WE WILL HAVE A NUMBER OF PROMINENT AMERICAN BUSINESSMEN IN BULGARIA SEPTEMBER 1 AND 2 FOR THE FIRST MEETING OF THE JOINT ECONOMIC COUNCIL OF THE US AND BULGARIAN CHAMBERS OF COMMERCE. MR. TABOR'S IMMINENT ARRIVAL WOULD LEND LUSTRE  
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TO THE COUNCIL MEETING, AND HIS PRESENCE WOULD ALLOW AMERICAN BUSINESSMEN TO RIDE ON HIS COATTAILS IN LINING UP MORE CONTRACTS THAN PERHAPS THEY COULD CONCLUDE OTHERWISE.

QTE AS I TOLD YOU WHEN I SAW YOU ON MAY 29, US TRADE WITH BULGARIA IS STILL QUITE SMALL, ALTHOUGH IT TRIPLED BETWEEN 1973 AND 1974. I DID NOT TELL YOU THEN, BECAUSE I

DIDN'T KNOW IT YET, THAT IN THE FIRST QUARTER OF  
1975 WE ARE RUNNING AT TWICE THE RATE OF LAST YEAR;  
SO YOU SEE THIS IS A DYNAMIC MARKET AND SENDING  
MR. TABOR HERE WOULD BE WORTH THE TIME AND EFFORT;  
ALSO I WOULD PERSONALLY VERY MUCH APPRECIATE IT AND  
CAN PROMISE HIM AN ENJOYABLE EXPERIENCE. UNQUOTE

4. IF YOU AND USIA HAVE NO OBJECTION TO MY SENDING  
THIS MESSAGE, THE FOLLOW-UP WOULD HAVE TO COME FROM  
USIA WHICH I UNDERSTAND IS RESPONSIBLE FOR THE RECRUIT-  
ING, WITH STATE SUPPORT. I THINK THIS EFFORT WOULD BE  
WORTHWHILE AND HOPE YOU AND USIA AGREE. (SINCE I CAN-  
NOT SEND AN EXDIS MESSAGE TO USIA, I HOPE YOU WILL NOT  
MIND CLEARING THIS WITH THEM IF YOU AGREE.) IT MIGHT  
BE POINTED OUT IN THE FOLLOW-UP EFFORT THAT THE BULGARIANS  
MADE A BIG EFFORT TO HAVE SECRETARY BUTZ COME AND  
VISIT THEM, AND BECAUSE HE COULD NOT COME PERSONALLY  
HE SENT HIS UNDER SECRETARY, MR. CAMPBELL WHO DID A  
GREAT JOB HERE RECENTLY IN ADVANCING AMERICAN INTERESTS.  
THE THEME AT OUR PAVILION IN PLOVDIV THIS YEAR REALLY  
MELDS THE INTERESTS OF COMMERCE AND AGRICULTURE, IN THAT  
IT DEALS WITH FOOD AND TOBACCO PROCESSING, AN ESPECIALLY  
DYNAMIC SECTOR OF THE EXPANDING BULGARIAN ECONOMY IN  
WHICH WE SHOULD BE ABLE TO PARTICIPATE SUBSTANTIALLY.  
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